

Commerical Building
1201-1211 Third Street
Stevens Point
Portage County
Wisconsin

HABS No. WI-294

HABS
WI-294
49-STEP
2-

PHOTOGRAPHS

WRITTEN HISTORICAL AND DESCRIPTIVE DATA

Historic American Buildings Survey
National Park Service
Rocky Mountain Regional Office
Department of the Interior
P.O. Box 25287
Denver, Colorado 80225

NATIONAL PARK SERVICE

ROCKY MOUNTAIN REGION

HABS WIS, 49-STEP02-

ARCHITECTURAL DATA FORM

STATE Wisconsin	COUNTY Portage	TOWN OR VICINITY City of Stevens Point
HISTORIC NAME OF STRUCTURE (INCLUDE SOURCE FOR NAME) 1201 - 1211 Third Street (Commercial Building		EABS NO. WI 294
SECONDARY OR COMMON NAMES OF STRUCTURE 1201 - 1211 Third Street (Merkel's Sewing Center Manchurian Gift Shop) Jean's Beauty Bar		
COMPLETE ADDRESS (DESCRIBE LOCATION FOR RURAL SITES) 1201-1211 Third Street		
DATE OF CONSTRUCTION (INCLUDE SOURCE) c.1914 Sources: Sanborn-Perris Map 1912, Stevens Point City Directories 1912, 1915-16	ARCHITECT(S) (INCLUDE SOURCE) None	
SIGNIFICANCE (ARCHITECTURAL AND HISTORICAL, INCLUDE ORIGINAL USE OF STRUCTURE) The building at 1201-1211 Third Street is one of two adjacent three-bay commercial structures. This building is the newer of the two by a couple years. This building was constructed by a local butcher, E.G. Betlach, around 1914, according to the sources listed above. It has had various commercial activities over its history, none of which, (continued.. see next page)		
STYLE (IF APPROPRIATE)		
MATERIAL OF CONSTRUCTION (INCLUDE STRUCTURAL SYSTEMS) The subject building is of frame construction with a brick veneer facade on all exterior walls. The foundation is of coursed block covered to ground level with brick and visible (cont. next page)		
SHAPE AND DIMENSIONS OF STRUCTURE (SKETCHED FLOOR PLANS ON SEPARATE PAGES ARE ACCEPTED) The building is rectangular in shape. It is 75 feet long and 40-feet wide. The first floor is divided into three 25-foot bays and the second floor into three apartments.		
EXTERIOR FEATURES OF NOTE Other than the corbelled cornice and the pilaster mentioned above, there are no architectural features of particular note on this facade.		
INTERIOR FEATURES OF NOTE (DESCRIBE FLOOR PLANS, IF NOT SKETCHED) None. The interiors of all units on both floors have been completely modernized over the last thirty years. No original architectural remnants remain. The first floor consists of three separate bays with independent front and rear entrances. The second floor is reached by an independent stairway which pierces the facade between the (cont. next page).		
MAJOR ALTERATIONS AND ADDITIONS WITH DATES No major additions have been made to the building. All interior spaces have been remodeled on both floors several times over the last thirty years.		
PRESENT CONDITION AND USE The City of Stevens Point currently owns this property and all three storefronts and apartments are now vacant pending demolition.		
OTHER INFORMATION AS APPROPRIATE This building has been acquired and will be demolished as part of the Stevens Point Downtown Revitalization Program which is being partially funded by an Urban Development Action Grant from the U.S. Department of Housing and Urban Development.		
SOURCES OF INFORMATION (INCLUDE LISTING ON NATIONAL REGISTER, STATE REGISTERS, ETC.) City Directories, City of Stevens Point, 1912, 1915-16 Sanborn-Perris Map, City of Stevens Point, 1912 (Both sources are found in the local Archives Collection of the University of WI -Stevens Point)		
COMPILER, AFFILIATION		DATE

City of Stevens Point
Cont. Architectural Data Form

SIGNIFICANCE in and of themselves, are considered significant to the history of Stevens Point. The building is also not considered architecturally eligible for the National Register on its own merits. However, it was determined eligible as a contributing building in the Stevens Point Downtown Historic District. This building in company with the other two on the east side of Third Street comprise the bulk of the block coming north from Main Street. As such, they contribute to the building fabric of the surviving buildings on Main Street. The other two buildings at 1217-1225 and 1231-33 are also slated for demolition and are also considered contributing to the Main Street Historic District.

The building itself is two stories in height with three commercial bays on the ground floor and three apartments on the second. Its design has little of note and is characteristic of early twentieth century design. The only noted ornamented features are a brick pilaster in the second floor facade between the first and second bays and corbelling in the brick cornice.

MATERIAL OF CONSTRUCTION only from the interior. Original first floor storefronts have been removed and replaced with modern windows and entries.

INTERIOR FEATURES OF NOTE second and third bays. The three apartments on the second floor follow the same plan as the first floor with a connecting corridor along the rear of the building.

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